



SM

Gensler

ADDISON CITY COUNCIL: INWOOD ENHANCEMENT ZONE

24 JANUARY 2017

Agenda

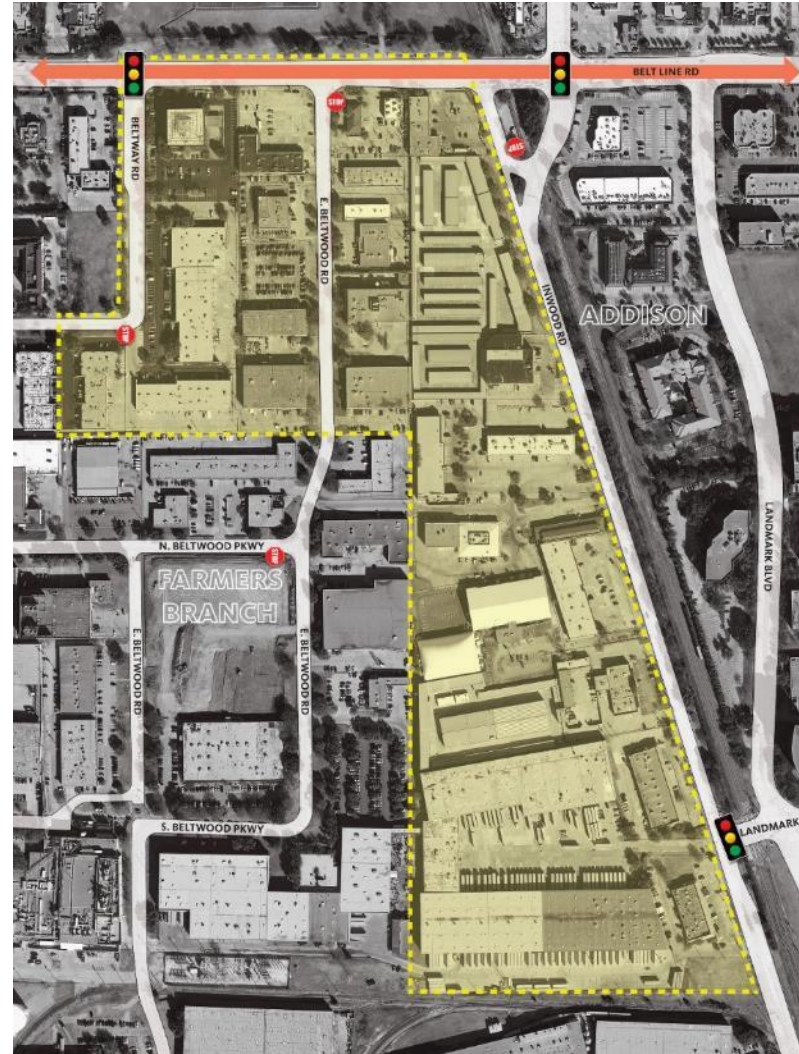
- 1) Project Area
- 2) Scope & Schedule
- 3) Existing Town Goals
- 4) Public Input
- 5) Study Findings
- 6) Town Options

Questions to consider:

- 1) Has the Council heard additional input that should be incorporated into the study findings?
- 2) Does the Council agree with the proposed goals for the study area?
- 3) Does the Council agree with the Character District approach?
- 4) Are there elements of either of the development options that the Council would like to see included in a final development?
- 5) What are the next steps?

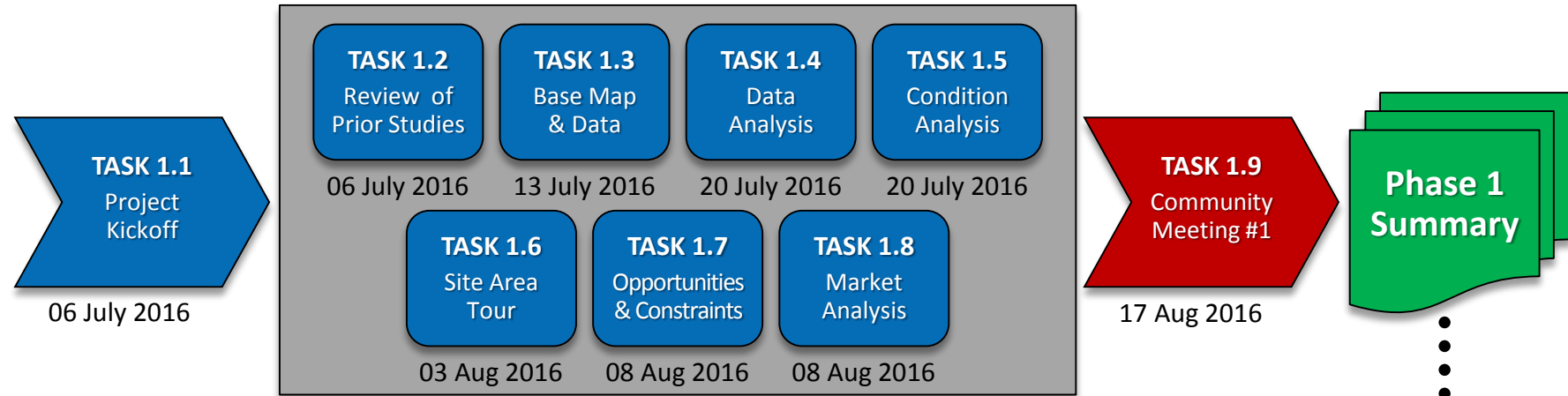
1) PROJECT AREA

- Belt Line Road (to the north)
Inwood Road (to the east)
Beltway Drive (to the west)
City Limit (to the south)
- Approx. 59.4 acres with 882,660 SF developed area
- 29 parcels (24 owners)
- Addison's southern gateway
- Essentially 100% developed

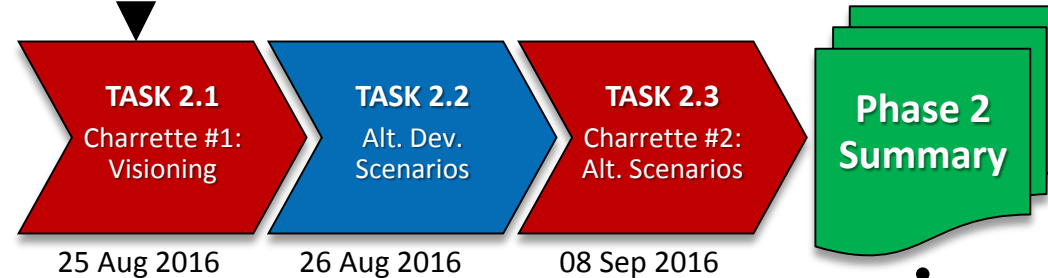


2) SCOPE & SCHEDULE

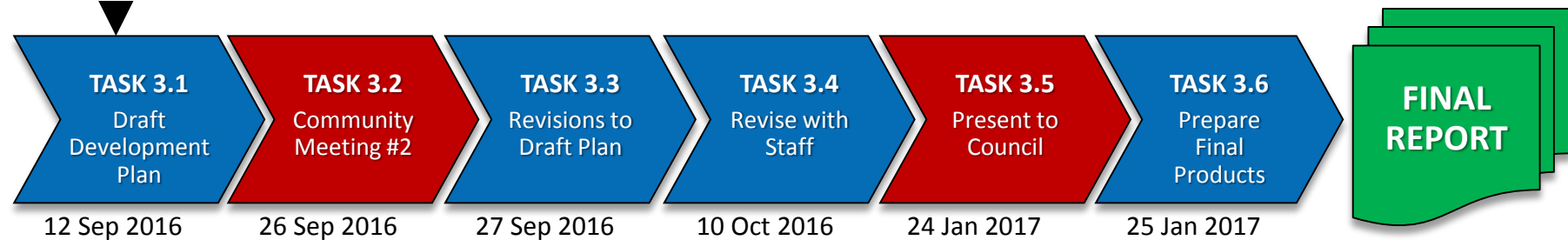
PHASE 1: Discovery



PHASE 2: Visioning & Redevelopment Opportunities



PHASE 3: Master Redevelopment Plan



3) EXISTING TOWN GOALS

2013 ADDISON COMPREHENSIVE PLAN – 7 MEASURES OF SUCCESS

1) Competitive:

- Study Area – liquor sales no longer a competitive or successful business model, vacant/under-utilized building along Inwood Road

2) Safe:

- Study Area - traffic congestion along Inwood and Belt Line Roads, few sidewalks or pedestrian lighting

3) Functional:

- Study Area – basic municipal services provided, but little private reinvestment in the last few years

4) Visually Appealing:

- Study Area – little landscaping or public open space, many older buildings, two congested roadways (Belt Line and Inwood Roads)

5) Amenities:

- Study Area – few existing amenities, no public green space, few sidewalks or pedestrian amenities

6) Environmentally Responsible:

- Study Area – no LEED buildings, nearly 100% reliant on vehicular access, no environmental site planning practices or landscaping

7) Walkable:

- Study Area – main travel mode is vehicular (with limited DART routes), few sidewalks or paths, Walkscore.com rating of 58



4) PUBLIC INPUT

ADVISORY GROUP

Overall:

- *"The market has spoken"*
- *"Island of misfit toys"*

Development Pattern:

- "Lack of access to restaurants"
- "Retaining existing businesses might not be realistic"
- "Boring/tired/dated/neglected, utilitarian, industrial, not memorable, not a destination, not walkable, poor landscaping, cheap rents"

Access & Circulation:

- "Unsafe for driving into and out of businesses along Inwood Road"
- "There needs to be more lifestyle on the streets"

Quality:

- "Study Area is low quality but has potential"
- "Buildings are 'one-off', no continuity"
- "Need a recognizable brand (Addison Circle, Deep Ellum)"
- "Rising rents and 100% occupancy would indicate success"
- "Area should host community events and festivals"
- "Area should be economically viable, in demand, 'hot'"



4) PUBLIC INPUT

COMMUNITY WORKSHOPS

Traffic & Parking:

- “Vehicular traffic in Addison is so very challenging on many levels. Would love to see something very smart and visionary to help reduce that traffic”
- “Have on-street parking (unlike Addison Circle)”
- “Eliminate the parking lots and only offer parking garages to encourage multi-destination visits as well as airplane viewing”
- “Concerned that nothing has changed traffic flow-wise since the traffic we experienced when we were the only wet area around. Inwood isn't ready for more traffic”
- “Create separate blocks – not keep it a continuous street”
- “Don’t feel safe driving Inwood after 6 PM in winter months (standard time)”

Land Uses:

- “Attract a destination grocer”
- “Allow medical uses”
- “Would love to see the equivalent of Trinity Groves, artisan shops”
- “Keep the old Sigel’s neon sign (on Inwood Road)”
- “Would like to see a new hotel in the Study Area”
- “Include a dog park”
- “Definitely need a destination spot”



4) PUBLIC INPUT

COMMUNITY WORKSHOPS

Walkability:

- “Include bike/jog trail connections”
- “Have sidewalks throughout the area”
- “The area should be walkable from the residential areas off Beltway, Midway, Meadows, etc.”
- “Opportunities to use the railroad land east of Inwood?”
- “There is a lot of potential pedestrian traffic east of the railroad and even more so if the east/west connectivity”

Open Space:

- “Plan should vibrantly include nature in its design”
- “Include lots of natural and artificial shade with picnic tables and food trailer vendors nearby”
- “Maximize green space”

Other:

- “Should coordinate with Farmers Branch regarding this project”
- “Design with integrity”



5) STUDY FINDINGS

DESIRABLE STUDY OUTCOMES

1) Public Input:

- Consider the value of existing parcels
- Create a destination for office, retail, dining, and hotel

2) Comprehensive Plan:

- Meet Addison's 7 Measures of Success
- Create a new destination for Addison
- Diversify the economic base and promote new investment
- Create a walkable environment

2) Transportation:

- Propose land uses to reduce congestion on Inwood and Belt Line Roads and attract new development
- Promote a "park-once" walkable environment
- Provide for pedestrian connections across the Union Pacific railroad tracks
- Anticipate possible rail service

3) Revenue:

- Increase potential revenue by increasing density and upgrading quality and diversity of uses



5) STUDY FINDINGS



PROPOSED STUDY GOALS

Transportation:

- T-1** Make Inwood Road safer, especially for northbound left-turn movements.
- T-2** Improve east/west access connectivity.
- T-3** Improve pedestrian linkages, sidewalks, and walkability.
- T-4** Allow on-street parking along Beltwood Parkway and Beltway Drive. *{Note: only near Belt Line Road}*
- T-5** Allow shared parking as appropriate.
- T-6** Incentive denser development through the provision of public-funded parking facilities (surface lots and/or structures).

Urban Design:

- UD-1** Make the Study Area safe and attractive.
- UD-2** Provide a unique and diverse collection of uses.
- UD-3** Promote human-scale development.
- UD-4** Create a memorable and brandable district/neighborhood.

Economic Development:

- ED-1** Improve financial revenue to Town through encouragement of new and diverse development.
- ED-2** Promote redevelopment of vacant and underused parcels.
- ED-3** Consider new forms of zoning to encourage economic investment and greater density.
- ED-4** Consider publicly-funded catalyst projects as a means to encourage new development.
- ED-4** Encourage adaptive reuse of existing buildings as appropriate.

Open Space:

- OS-1** Salvage mature trees.
- OS-2** Create green spaces.
- OS-3** Create a system of pathways that connect to public spaces and private developments.
- OS-4** Provide sidewalks and associated amenities (landscaping, street lighting, etc.) throughout the Study Area.

5) STUDY FINDINGS

CHARACTER DISTRICTS

Growth:

Promotes organic and evolutionary growth in the Study Area compatible with surrounding development

District Features:

- Applies only within the Study Area;
- Boundaries generally follows existing parcel and City limit lines;
- Sized to promote walkability within and between each District; and,
- May accommodate future development proposals.

Architectural Design:

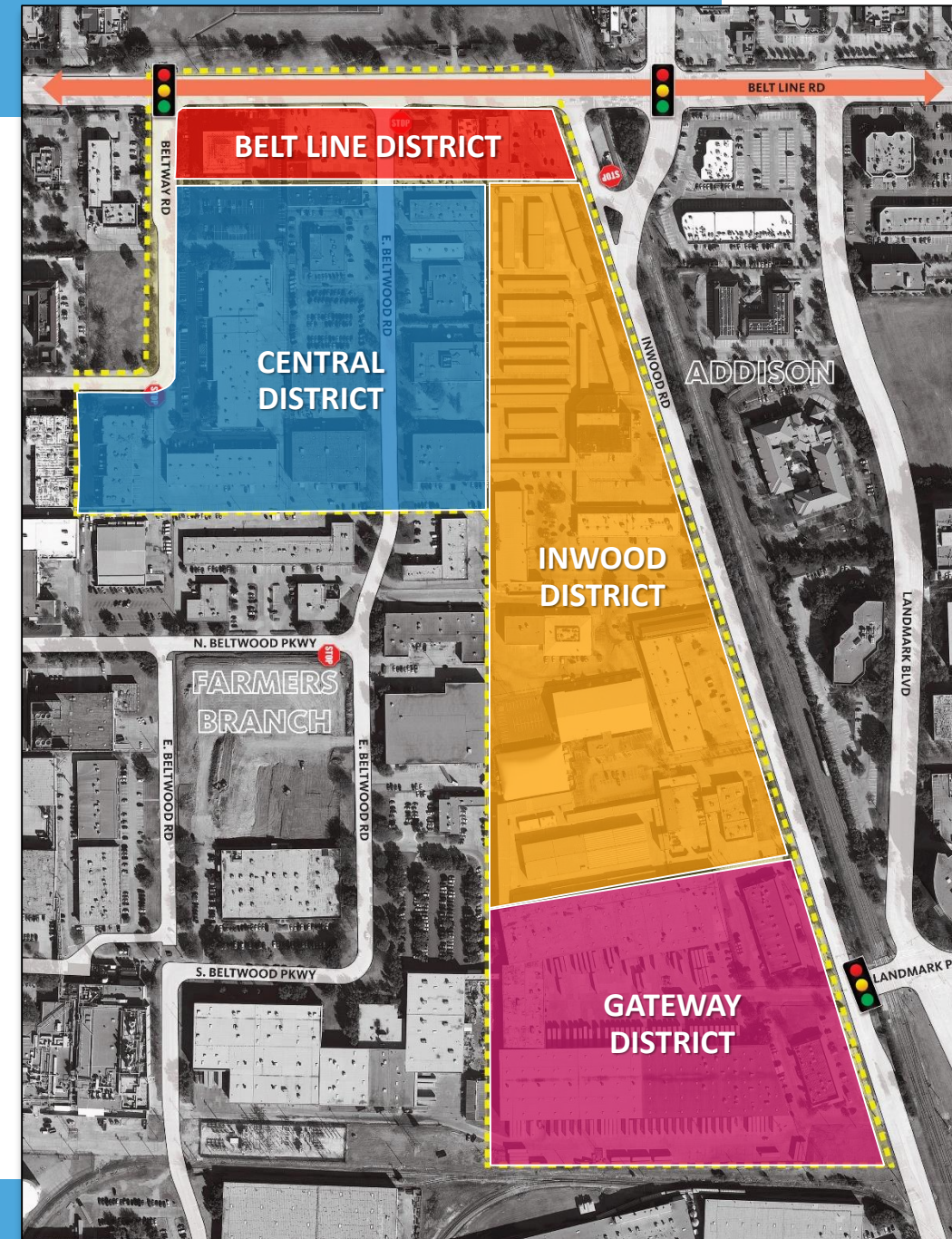
Promotes complementary architectural styles and materials

Design Elements:

Coordinates common elements throughout the Study Area:

- Pedestrian linkages;
- Landscaping;
- Street furniture; and,
- Signage.

Use	Belt Line	Central	Inwood	Gateway
Dining	●	---	●	---
Retail	●	●	●	---
Mixed-Use	●	●	●	---
Medical Office/ Retail	---	●	---	●
Hotel	●	---	●	●
Office	●	●	●	●
Flex/Comm.	---	●	---	---
Industrial	---	●	---	●
Max Bldg Height	4 stories	6 stories	4 stories	6 stories



5) STUDY FINDINGS

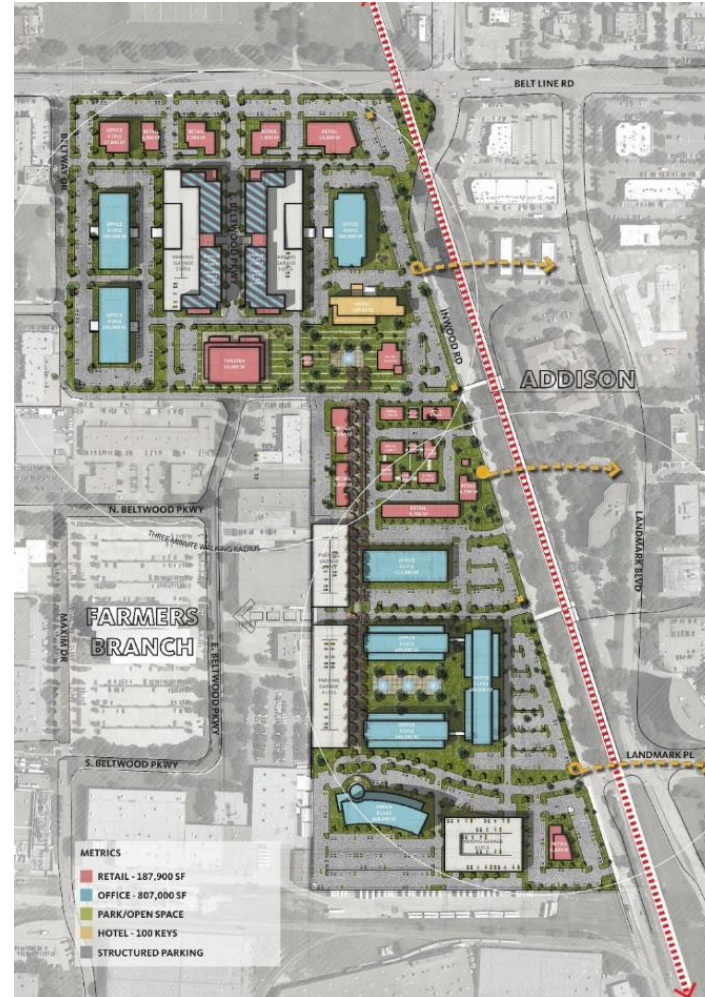
POTENTIAL DEVELOPMENT

Current Study Area Pattern:

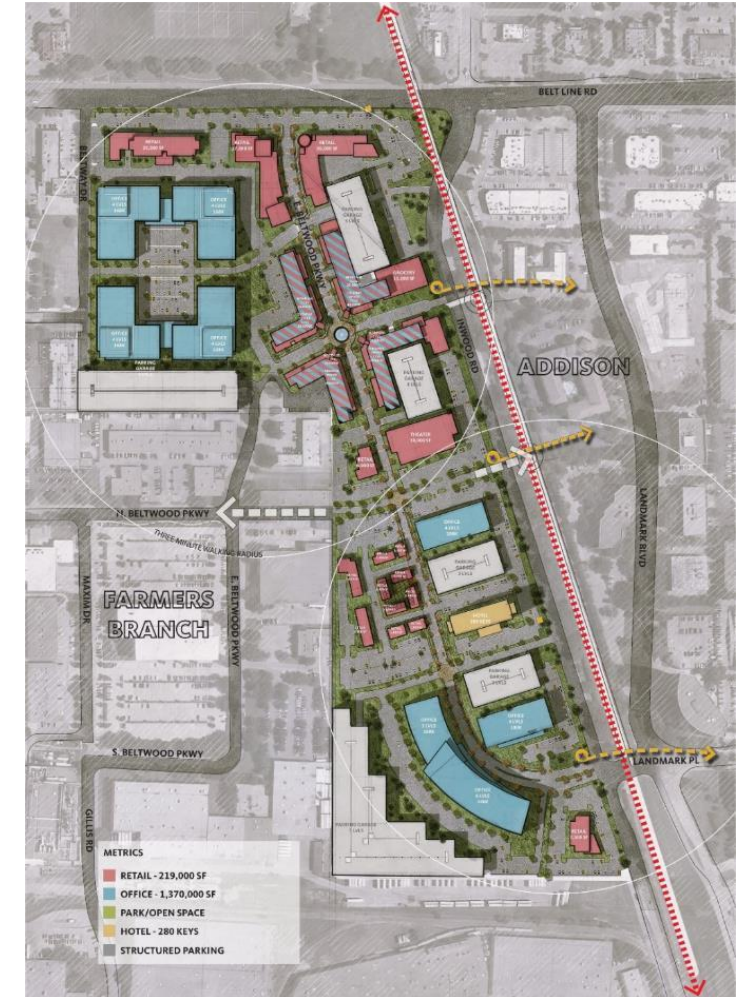
- 882,660 SF existing developed area
- No change to current development or roadways
- Relies on market forces to incentivize change

Development Options:

- Two options developed for the Study Area
- Both options include:
 - Improved walkability
 - Pedestrian path across Inwood Road and Union Pacific railroad tracks
 - Increased density
 - Diversified economic base
- **Civic Square Option:**
 - More conservative approach
 - Generally follows existing parcel lines
 - 1,144,900 SF total developed areas
- **Village Option:**
 - More comprehensive approach
 - Resolves some existing development pattern challenges
 - 1,864,000 SF total developed area



Civic Square Option



Village Option

6) TOWN OPTIONS



STRATEGIC OPTIONS

1) Do Nothing:

- Allow natural forces to drive development and reinvestment
- Administer existing regulations and codes
- Provide no capital investments beyond routine maintenance or system-wide upgrades

2) Be Prepared to React:

- Establish a desired future vision for the Study Area
- Wait for private developers before taking further action

3) Be Proactive:

- Establish a desired future vision for the Study Area
- Seek developers that share in Addison's vision and desire for quality development
- Attract interest by marketing the study area:
 - Market the area at development industry events/meetings (Urban Land Institute, ICSC Real Estate Conference, etc.)
 - Other proactive approaches
- Make strategic policy and capital investment decisions:
 - More flexible zoning options (such as Planned Development zoning with character districts)
 - Streamline the development approval process
 - Investments in public park/green space, pedestrian paths, streetscape, roadways, utilities, etc.
- Develop with the goals of increased revenue and long-term success

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